

61-1670

THE WHITE HOUSE
WASHINGTON

3 Mar 61

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for
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NSC REFERRAL NOT REQUIRED

February 28, 1961

MEMORANDUM FOR ALL AGENCY HEADS

Public statements of Presidential appointees with major policy decisions or significant news statements should be forwarded to the White House (attention: the undersigned) for informational purposes 48-hours in advance of other release. This should be individually brought to the attention of appointees by the agency head.

1. When proposed major speech texts by Presidential appointees are submitted to the White House, please have marked in the margin portions containing significant policy proposals or other parts deemed likely to get prime news attention insofar as that can be judged in advance. Policy and program proposals should have noted in the margin, or separately; whether the Budget Bureau has determined the fiscal consequences involved.

2. All speeches should bring the President's personal interest in the problem or subject to the attention of the immediate audience as early and vigorously as possible.

3. All texts should seek to marshal support by the general public and particular audiences for the Administration and get that support articulated here in Washington.

Frederick G. Dutton
Special Assistant to
the President

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